



ride don't hide



Canadian Mental  
Health Association  
*Mental health for all*

## SPONSORSHIP PROPOSAL



**Join the movement on June 26, 2016**

Help end the stigma and support mental health for all

[www.ridedonthide.com](http://www.ridedonthide.com)

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## Ride Don't Hide's mission

**Eliminate the stigma** associated with mental illness.

**Mobilize thousands of Canadians** across the country to “get loud” and celebrate mental health.

**Raise additional funds** and provide more people with the help they need.

**Lead the way** in empowering organizations, companies and individuals to live better lives by addressing mental health and wellness issues in the workplace, at home, and in the community.



## We're sweeping the nation!

What began as one man cycling around the world has grown into a national movement to raise essential funds for programs and services and **end the stigma surrounding mental illness.**

Over 29,000 Canadians were able to access the support they needed because of Ride Don't Hide in 2014.

## Why partner with the Canadian Mental Health Association (CMHA)?

A leader in mental health in Canada, CMHA was founded in 1918 and has grown to over 105 divisions and community branches, with 10,000 staff and volunteers serving over 500,000+ Canadians each year.

**CMHA's vision is mentally healthy people in a healthy society**



**2012:** 2 rides  
**2013:** 14 rides  
**2014:** 20 rides  
**2015:** 27 rides  
**2016:** 35 rides (goal)



**2012:** 586 riders  
**2013:** 2,124 riders  
**2014:** 3,511 riders  
**2015:** 6,004 riders  
**2016:** 8,000 riders (goal)



**2012:** \$125,000 raised  
**2013:** \$518,214 raised  
**2014:** \$755,373 raised  
**2015:** \$1,165,000 raised  
**2016:** \$1,500,000 (goal)

*“Obsessive-Compulsive Disorder and Body Dysmorphic Disorder. I spent four days in the psychiatric ward after uttering threats of suicide. It was the first of nearly twenty hospitalizations over the span of a decade. CMHA was the beginning of my activation. They took me in, nurtured my strengths and taught me much of myself and my abilities. The person I am today stands in stark contrast to that patient I used to be. No longer lacking an identity, I know my purpose and it lays in eradicating stigma, educating the public and promoting hope in those who live in the shadows, the very shadows that nearly overwhelmed me.”* —Andrew, CMHA BC Volunteer





## Media and promotions

Ride Don't Hide reaches thousands across Canada via social media. Promotions include all forms of media.

in 2015, Ride Don't Hide had 80,834 website visits at [ridedonthide.com](http://ridedonthide.com), 162,000 print/promotional ads, and 202,000 tweets @ridedonthide.

**We would like the opportunity to work with your company's advertising team to build a tailored marketing plan to raise awareness of mental health among your employees and customers.**

## Your impact defines you as a champion for mental health

- **By sending a positive message** about the importance of building mental health through physical exercise and fitness.
- **By creating awareness and reducing stigma** surrounding mental illness
- **By raising much needed funds** for mental health programs

*“Mental health transcends all companies, industries and families, yet, we treat physical and mental health so differently. You wouldn't hide a knee injury; you wouldn't deny it. You would take the proper steps to have it looked at, diagnosed, treated and recover. We have to treat mental health injuries the same way. We really want to understand the cause and get behind it as company. Ride Don't Hide is all about removing the stigma and being more open and supportive of mental health issues.”* —Dan Coldwell, Chief Marketing and Community Relations Officer at PACE Credit Union, CMHA York Region



## Engage your staff

Ride Don't Hide provides great opportunities for participation and employee engagement. We will work with you to:

1. Create a local or national team that employees and their families can join. This is a great team-building event and a wonderful way to involve the whole family.
2. Host interactive events and activities in your office.
3. Create rewarding and memorable volunteer opportunities for your staff.

## Engage your customers

4. Create a tailored point of service fundraiser for branches to engage customers in supporting CMHA and Ride Don't Hide.
5. Invite clients to participate on your Ride Don't Hide team.

As awareness of mental health issues increases, many corporations are including mental health as part of their corporate social responsibility and overall wellness plan. Ride Don't Hide is a great way to get involved and give back to the community.





Your investment

Become our partner

Your benefits



Change the face of mental illness by breaking the debilitating stigma associated with mental illness, encouraging people to get help before mental health problems become crises, and empowering individuals to maintain good mental health in their own lives.

Thank you!